

NEWS

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Study Shows Super Bowl XXXVII Did Not Raise Houston's National Visibility

In contrast to last year's assessment which showed that Super Bowl XXXVII elevated host city San Diego's image, a rigorous study completed today by Competitive Edge Research concludes that Houston's image received no such boost. Game coverage did not change impressions of Houston. Both before and after Super Bowl XXXVII, Competitive Edge found that 46 percent of US adults had no impression of Houston. Further, 29% had a favorable impression of the city prior to the game and 28% now have that same impression.

Comparing Super Bowl viewers to non-viewers shows that those watching the game were no more likely to come to know about Houston. Among game-watchers Houston's visibility increased by an insignificant 2.8%. "Competitive Edge's method is able to isolate Super Bowl coverage and we found that it did not increase Houston's visibility or its image" said the firm's President, John E. Nienstedt.

Comparing the results of the 2003 and 2004 studies suggests that the Super Bowl may produce different effects depending on the city. "While we only have data from two Super Bowls, one emerging hypothesis is that some cities are able to leverage the staggering amount of attention and others are not," Nienstedt explains. "Big tourist destinations like San Diego may be primed for the exposure while other cities may not be able to take advantage of the attention." In San Diego's case, the results showed no evidence that, on balance, hosting the game recast the town's image. Instead, the benefit gained by San Diego came solely from increasing its visibility, not changing opinions about it.

Q. Do you currently have a positive or negative impression of Houston, Texas or do you have no impression of Houston at this time?

	Pre	Post
Very Positive	14.2%	11.0%
Somewhat Positive	14.6	17.2
Neutral Impression/Unsure	9.2	7.4
Somewhat Negative	7.6	9.2
Very Negative	8.4	9.0
No Impression	46.0	46.2

Methods

The pre-test included 500 surveys gathered by professional telephone interviewers on January 30 and 31, 2004. The post-test was conducted February 2 and 3, 2004 and also contained 500 responses. Qualified respondents were limited to adults residing in the continental United States. The random sample was provided by ASDE, Inc.

Verification procedures were followed and no surveys were rejected in the process. Editing, coding, computer processing and tabulation of the data were done at Competitive Edge's office in San Diego. The computer tabulations were produced using SPSSPC+ version 11.0, a statistical package copyrighted by SPSS, Inc.

The confidence level associated with samples of this type is such that, with a question where the respondents answer 50% "yes" and 50% "no," 95% of the time the results are within plus or minus 4.3% (in each sample) of the *true value*, where true value refers to the results obtained if it were possible to interview every possible qualified respondent. The degree of error is reduced when responses have larger (e.g. 60%-40%, 70%-30%, etc.) percentage differences. Conversely, the margin of error is increased somewhat when a subset of all 500 responses is analyzed.